**Media Campaign on world Diabetes Day**

*49. SHRI S.M. LALJAN BASHA: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether Government have recently issued a lot of newspaper advertisements to remember and celebrate World Diabetes Day;

(b) if so, the details thereof;

(c) the specific cost of the advertisements given in October, 2006;

(d) the details of cost benefit yardstick used to assess and critically judge the utility of such advertisements; and

(e) the details of policy formulations behind issuing advertisements on such disease or illness-specific days?

THE MINISTER OF HEALTH AND FAMILY WELFARE (DR. ANBUMANI RAMDOSS): (a) to (e) No Sir, Government of India has not issued any newspaper advertisement on World Diabetes Day recently. However, the advertisements in print media are considered an acceptable method of health awareness for prevention, early detection and management of various diseases including Diabetes.

The Planning Commission has recently accorded 'in principle' approval to the proposed National Programme for Control of Diabetes, Cardiovascular Diseases and Stroke (NPCDCS) on a pilot basis during 2006-07. The action plan for the preparatory phase has been drawn up where the focus is on increasing public awareness about the risk factors associated with Diabetes, CVD and stroke. The Strategy of National Programme for Control of Diabetes, Cardiovascular diseases and Stroke during the 11 th five year plan has been submitted to planning commission.

**Measures to control dengue and chikungunya**

*50 SHRIMATI SHOBHANA BHARTIA: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether it is a fact that viral diseases like dengue and chikungunya created a havoc in the country and large sections of people fell victim of these diseases and this also took a heavy toll of human lives;